

Supermarket Monthly Sales Analysis

Gross Profit

\$15.38K

Total Sales

\$322.97K

Gross margin percentage

4.76

January

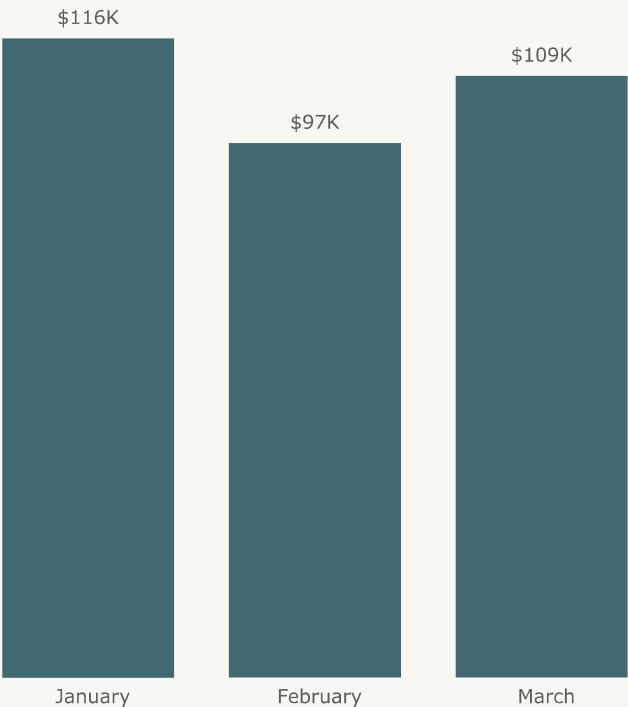
February

March

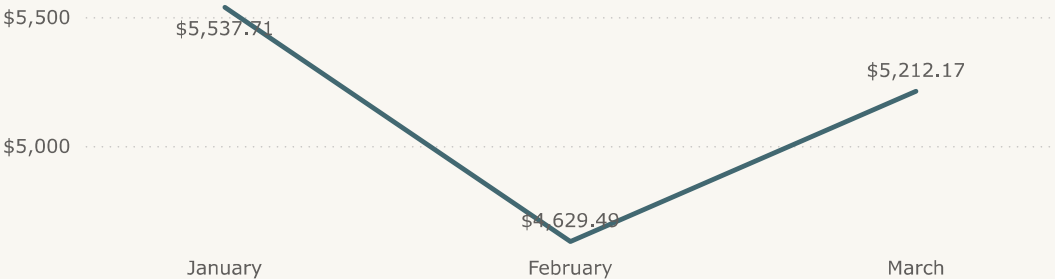
Gross Profit by Product line



Total Sales by Month



Gross Profit by Month



No of Transactions

1K

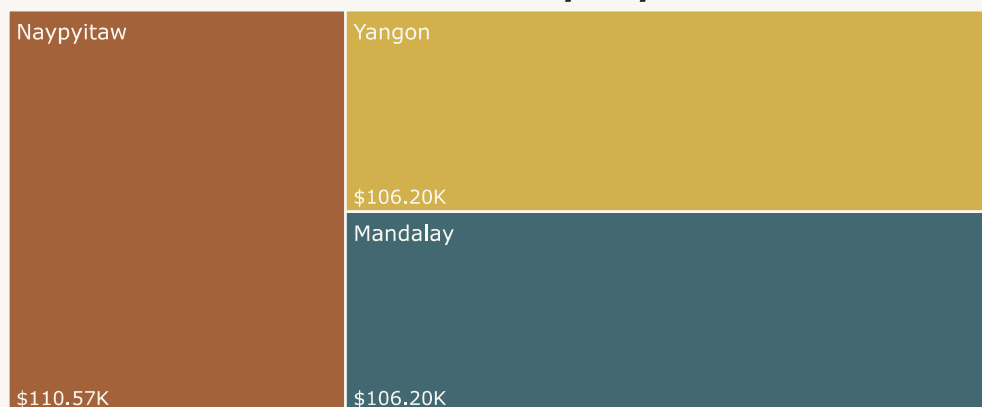
Average of Rating

6.97

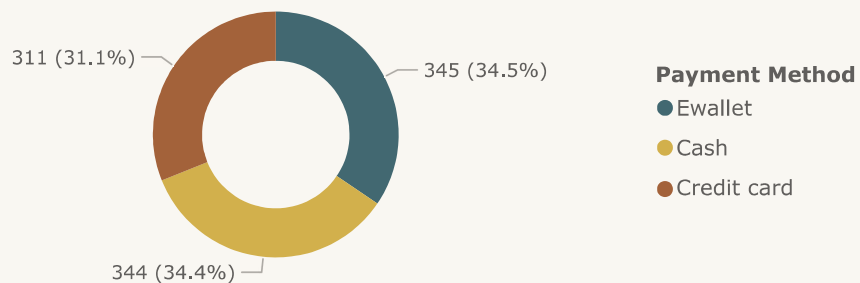
Female

Male

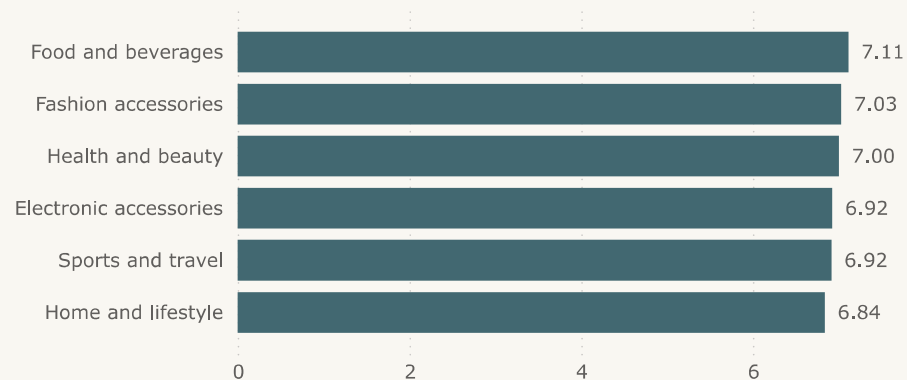
Total Sales by City



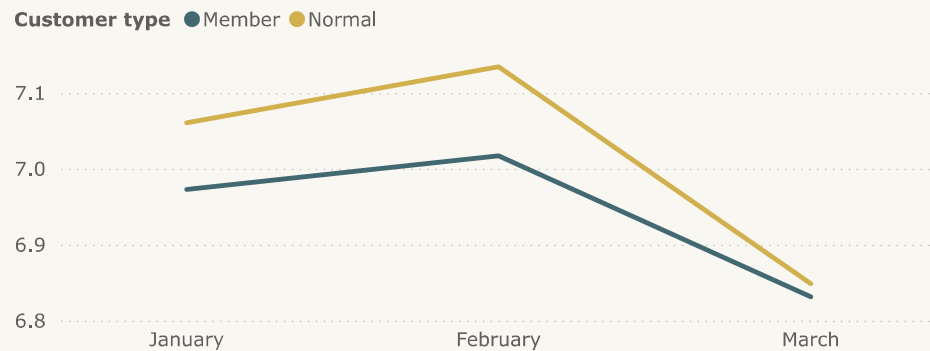
Payment Method



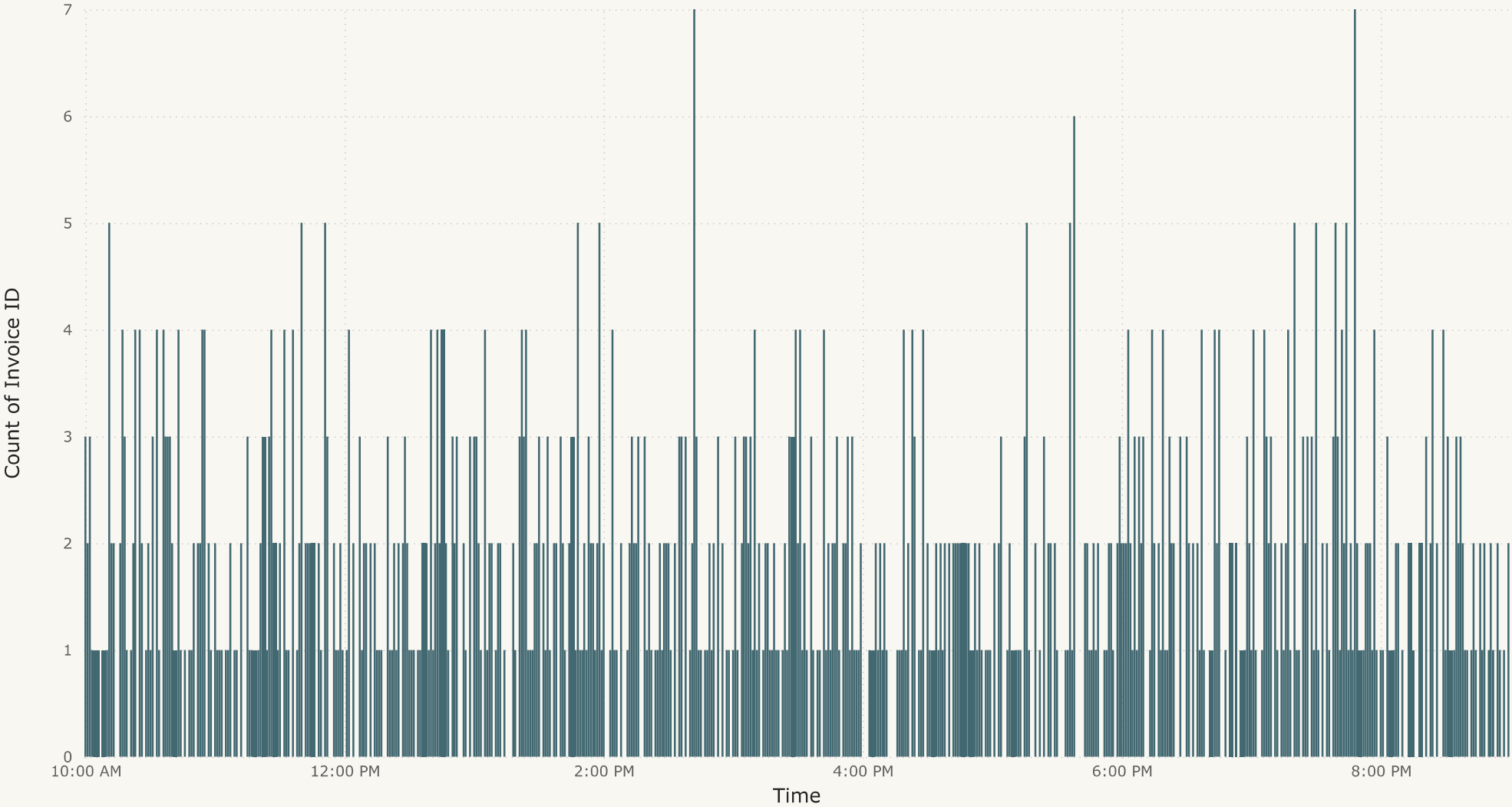
Customer Satisfaction by Product line



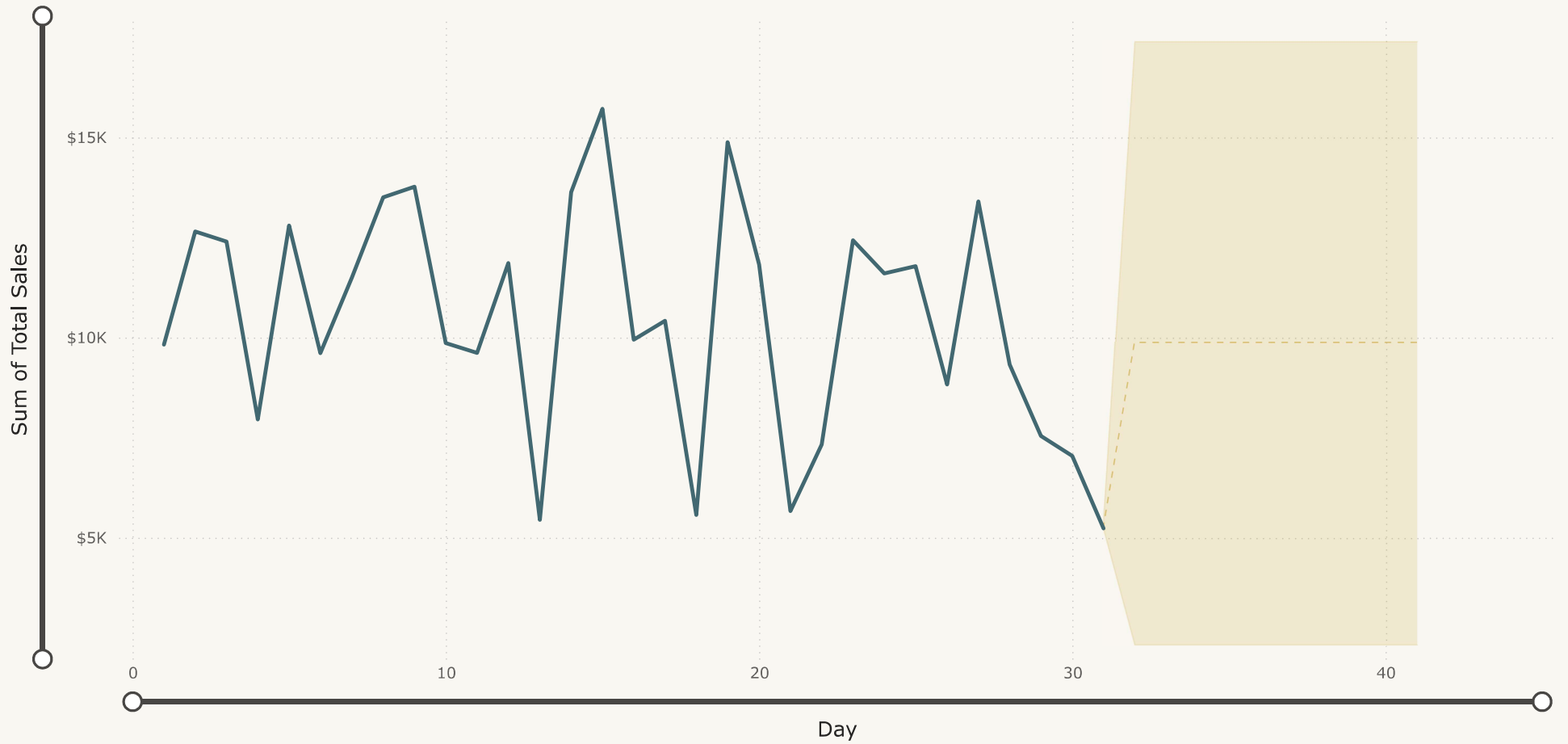
Customer Satisfaction by Customer Type



Number of Transactions By Time of Day



Total Sales by Day



Key Insights and Conclusions

Gross Profit and Total Sales

- The Gross Profit and Total Sales has been Decreasing MoM with January recording the Highest Increase and February having a sharp decline.
- Food and Beverage represented the most profitable product line accounting for 17.6% of the Gross Profit while Health and Beauty was the least.
- While the Supermarket recorded a decline in Total Sales MoM ,Neypiytaw City was the best in terms of Total Sales at USD 110568 with Females accounting for most sales.

Customer Satisfaction(Average Score rating).

- All the months performed above average of 6.97 points with February recording the Highest and march the least satisfaction at 6.87 Points
- Food and Beverages recorded the highest customer satisfaction at 7.1 Points
- The normal customers compared to the members were the most satisfied by the products and services of the Supermarket.
- Overall, there was a sharp decline in Customer satisfaction in March impacting on the overall satisfaction.

Payment Preferences by Gender.

- Ewallet was the most preferred mode of payment representing 34.5% of the Total payments.
- Ewallet was the most preferred Payment method by the Male at 37% while the Female preferred using Cash representing 35% of the total Payments.

Data Sources

<https://www.kaggle.com/datasets/arunjangir245/super-market-sales/code>